

Client Case Study

Home Leisure Direct

In June 2008 Home Leisure approached Blue Box to design and develop an eCommerce website selling a variety of leisure products. The site was an immediate success and twelve months later redeveloped to coincide with the latest release of our Content Management System Fingertips CMS. This greatly increased the functionality of both the front end of the website and also provided a complex back-end solution to automate the ordering process and supplier/delivery solutions.

2010 was a watershed moment with the doubling of website traffic, a high profile sponsorship deal and the launch of an additional microsite which was easily deployed due to Fingertips functionality as well as the addition of industry leading online security.

The exceptional growth has continued into 2011 necessitating the need for a move to larger premises. Andy Beresford, MD at HLD highlights the importance of the work Blue Box have undertaken –

“ *Blue Box have been instrumental in our success and rapid growth. They have built us a stunning website and been able to implement all of our design requirements to ensure the site is easy to use as well as being attractive in appearance.*

As we continually strive to improve the user experience and the way our incredible range of products is displayed Blue Box have been able to assist and advise continually to ensure we stay ahead of our competition.

We have absolute confidence in Blue Box's ability to be able to implement any additions we need without any problems. Even when we push their knowledge to the limit with our needs they are able to research and develop everything we have thrown at them, without any drama. Plus everything is done for a reasonable cost.

Would Home Leisure Direct be where we are now, with a dedicated industry leading showroom on the horizon and s team of 5 staff, all done during the worst recession any of us have experienced, without Blue Box? The answer is no. We cannot recommend them highly enough. If you have a sound business concept and wish to trade online you will not find a better partner to work with.

Andy Beresford

Managing Director, Home Leisure Direct